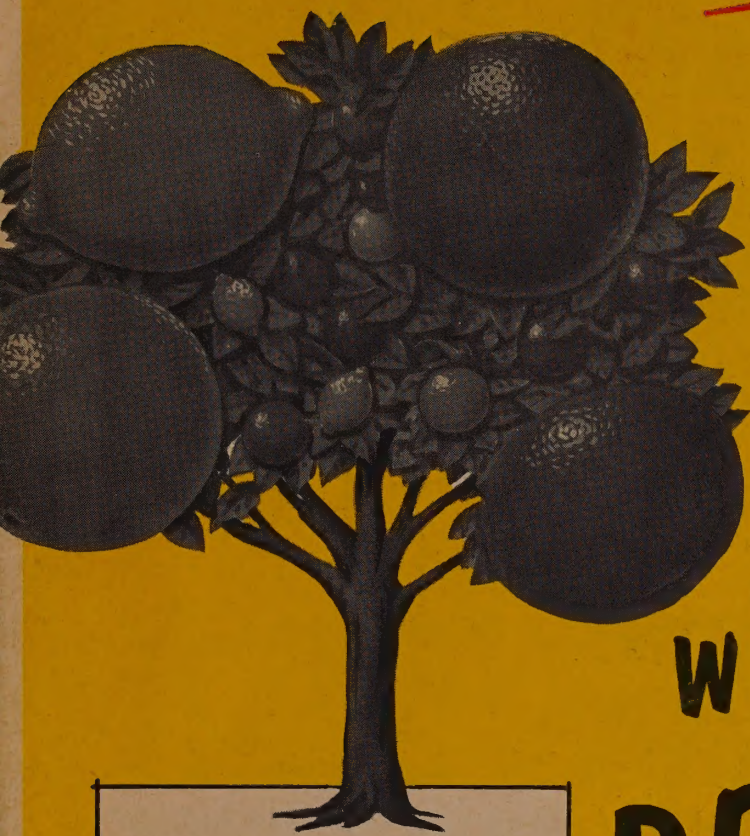


[Spring 1960]

**4-in-1***"Fruit Cocktail"*

Reg. U. S. Pat.

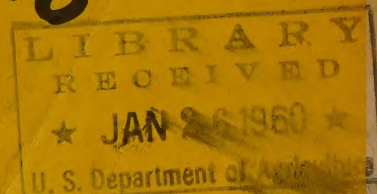
**CITRUS  
TREE****Unbelievable?**

Think of it...one tree that bears big juicy lemons for pies, oranges for juice, grapefruit for breakfast, limes for drinks...a treasure house of Vitamin C. Yes, it even pays for itself in savings on your fruit bill. Beautiful foliage plus fragrant blossoms makes this a must for your patio or garden.

In combination "A" as above or "B" which includes Bears LIME, Kinnon MANDARIN, Torocco ORANGE and Eureka LEMON.

See page 5.

**Boost Your  
Sales & Profits  
with GARDEN  
PROMOTIONS  
this Spring!**



## The Business Boom in the Nursery Industry is here now!

Today, people have more leisure and more money to spend on home improvements and hobbies than ever before.

Annual sales of nursery products have jumped from \$394 million to \$652 million in the last 10 years. Projected growth in the next 10 years is even greater. Be sure you are part of that growth.

In this special Spring Catalog you'll find "Proven Successful" garden promotions designed to stimulate sales; packaging designed for self-service operations; merchandising that does all the planning for you. Look through it. For best selection for Spring planting, the time to order is NOW!

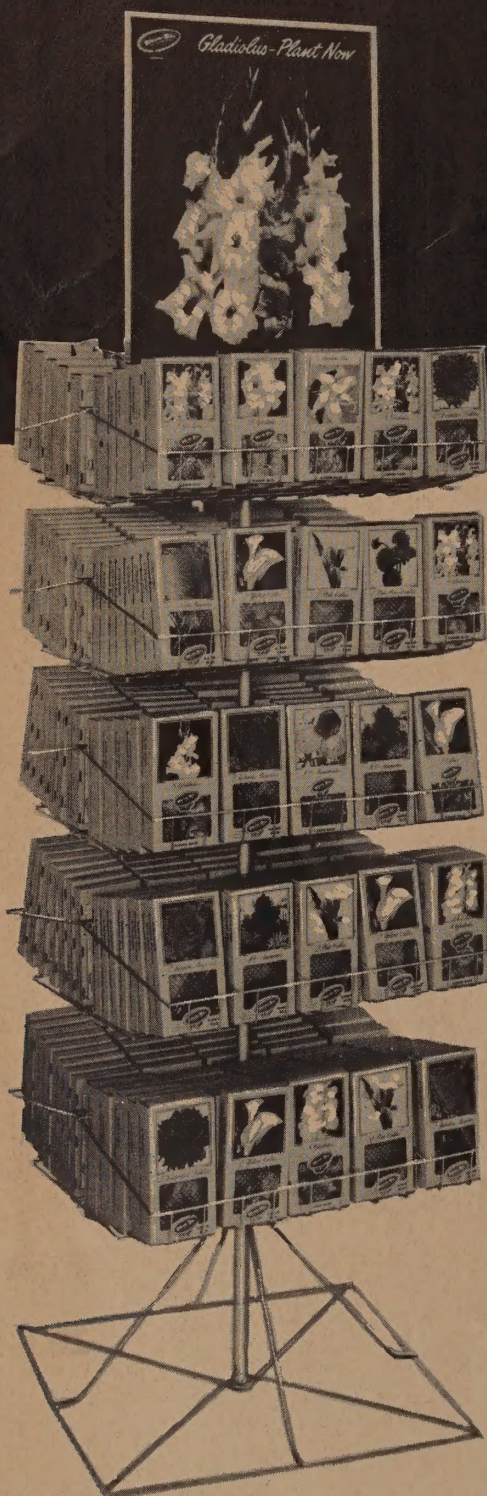
# **Nurserymen's Exchange**

475 SIXTH STREET, SAN FRANCISCO, CALIF.



# Self-Service PACKAGED BLOOM-RITE BULBS!

In well balanced assortments—or in lots of your own choice.



Rack holds about 300 packages

F.O.B. S.F. .... \$15.00

Prepaid U.S.A. .... 20.00

## BALANCED BULB ASSORTMENTS

	Freight Prepaid	Freight Collect
100 PACKAGES .....	\$ 37.50	\$ 35.00
400 PACKAGES .....	150.00	140.00
1000 PACKAGES .....	350.00	325.00

All bulbs are packed in award-winning 4-color packages.

Make up your own assortment from list below

ITEM No. 1—	Bulbs per Bag or Box	Grade	Delivery Date
Amaryllis Hybrids Mixed .....	1	2 1/4" - 2 3/4"	Oct.-May
Anemones Mixed. St. Brigid Double or de Caen single .....	25	1/2" - 5/8"	Sept.-May
Anemones Mixed .....	50	3/8"	Sept.-May
Begonias Tuberous Double Camellia. Red, White, Orange, Yellow, Pink, Rose or Mixed. Picotee, Carnation Mix .....	3	1 1/2" to 2"	Jan.-April
Begonias Tuberous Camellia Mixed .....	6	1 1/4" - 1 1/2"	Jan.-April
Bleeding Hearts, Dicentra Spectabilis .....	1	3-5 Eye	Nov.-April
Caladiums Mixed .....	2	No. 1-1 1/2" - 2"	Jan.-May
Callas Yellow .....	2	1 3/4" - 2"	Nov.-Feb.
Callas Pink .....	2	1 1/2" - 1 3/4"	Nov.-March
Dahlias Decorative, Cactus, or Pompom types—White, Red, Yellow, Rose, Orange, Lavender or Purple .....	2	Large	Jan.-May
Daylilies, Yellow, Orange, Brown .....	1	No. 1	Sept.-April
Gladiolus White, Yellow, Orange, Pink, Red, Lavender, Rose, or Mixed .....	12	No. 1 1 1/2" - 2 1/4"	Dec.-May
Gladiolus Mix .....	24	1 1/4" - 1 1/2"	Dec.-May
Gloxinias .....	2	1 1/2" - 2"	Jan.-May
Iris, Kaempferi, Red, White, Yellow, Blue and Pink .....	2	No. 1	Dec.-April
Lilies, Rubrum, Auratum .....	2	7-9 inches	Nov.-April
Lilies Tiger, Henryii, Croft, Hansonii .....	2	7-9 inches	Nov.-April
Lycoris, Yellow .....	2	No. 1	Dec.-April
Orchid Bletilla .....	2	No. 1	Sept.-May
Peonies Red, White, Pink .....	1	3-5 Eyes	Oct.-March
Phlox White, Lav., Pink, Red, Mix .....	2	2 Year Roots	Nov.-April
Ranunculus Mixed .....	25	1/2" - 5/8"	Sept.-May
Ranunculus Mixed .....	50	3/8"	Sept.-May
Tigridias .....	12	No. 1	Sept.-April
Voodoo Bulb (Arum Cornutum) .....	1	No. 1	Jan.-April

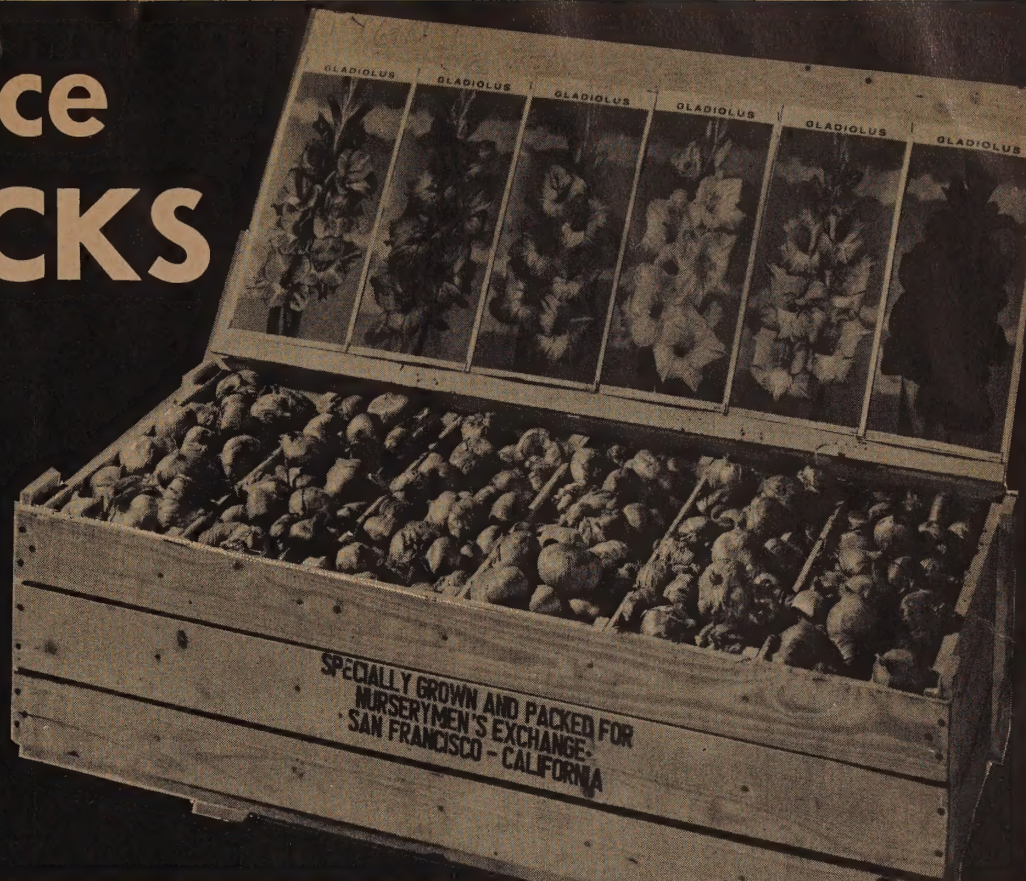
Ask for FREE Newspaper Ad Mats when ordering merchandise



# Self-Service BULB PACKS

- All Bulbs have Choice Variety Names
- Excellent Well-rounded Selection
- Packaged in Strong Wooden Crates
- Large Pictures Promote Self-Service Fast Selling

Bulbs delivered to  
your door PREPAID



	Colors to Case	Delivery Time	Amt. of Bulbs Per Color	Size of Bulbs	Total Bulbs Per Case	F.O.B. S.F. Per Case	Frt. Prepaid U.S.A. Per Case
<b>ASTILBE</b> —Red, Cream, Scarlet, White, Pink .....	5	Nov.-April	50	Tops	250	<b>\$87.50</b>	<b>\$95.00</b>
<b>BEGONIAS</b> —Camellia Type— Yellow, White, Rose, Scarlet, Picotee .....	5	Jan.-May	100	2 1/2 - 3"	500	<b>95.00</b>	<b>99.50</b>
<b>BEGONIAS</b> —Camellia Type— Yellow, White, Rose, Scarlet, Picotee .....	5	Jan.-May	250	1 1/4 - 1 1/2"	1250	<b>75.00</b>	<b>82.50</b>
<b>BEGONIAS</b> —Camellia Type— Yellow, White, Rose, Scarlet, Picotee .....	5	Jan.-May	100	1 1/2 - 2"	500	<b>45.00</b>	<b>50.00</b>
<b>BLEEDING HEARTS</b> (Dicentra Spectabilis) .....	1	Nov.-May	100	4-5 Eye	100	<b>30.00</b>	<b>35.50</b>
<b>DAHLIAS</b> —Pink, Red, Purple, Yellow, White, Orange — avail- able in Decorative, Pompoms or Cacti .....	6	Jan.-May	50	No. 1	300	<b>45.00</b>	<b>52.50</b>
<b>GLADIOLUS</b> — Selection "A" Red, White, Yellow, Lavender, Pink, Multi-color .....	6	Dec.-June	250	No. 1	1500	<b>37.50</b>	<b>45.00</b>
<b>GLADIOLUS</b> — Selection "B" Red, White, Yellow, Lavender, Pink, Multi-color .....	6	Dec.-June	500	No. 2	3000	<b>57.00</b>	<b>67.50</b>
<b>GLOXINIAS</b> —White, Scarlet, Violet, Variegated .....	4	Dec.-May	40	1 1/2 - 2"	160	<b>25.00</b>	<b>28.00</b>
<b>LILIES</b> — Henryii, Rubrum, Tig- rinium, Auratum .....	4	Oct.-May	50	7-9	200	<b>30.00</b>	<b>37.50</b>
<b>PEONIES</b> —Red, White and Pink in Named Varieties .....	3	Nov.-May	34	3-5 Eye	102	<b>30.00</b>	<b>35.00</b>
<b>PHLOX</b>	10	Oct.-Feb.	10	2 year old	100	<b>16.00</b>	<b>17.50</b>

Ask for our FREE Newspaper Ad Mats when ordering merchandise



# Newspaper AD MATS Sent Free on



Trees come in 3 of the 4 varieties illustrated above. Random selection.

3 Great Varieties  
3 Different Colors

## 3-in-1 Kolorama TREE ROSES

Available in Kolorama "A" combination as above or Kolorama "B," including E. P. THOM, Pres. HOOVER TALISMAN, Countess VANDAL. Less one variety.

### BARE ROOT

#1 1/2 Grade \$2<sup>75</sup>

### PACKAGED

#1 Grade. \$3<sup>40</sup>

#1 1/2 Grade \$2<sup>90</sup>

F.O.B. So. Calif. or add 50c for prepaid.

No orders, please for less than 10 trees.

## PACKAGED ROSES

*December-April Delivery*

Minimum order, please 100 plants of any one size. All roses are shipped in well-balanced assortment of our choice in Bush and Climbers.

Grade	Per Package
#1 . . . . .	58 1/2¢
#1 1/2 . . . . .	48 1/2¢
#2 . . . . .	38 1/2¢
#2 (2 to pack)	67 1/2¢
#2 (3 to pack)	90¢

Add 5c per package for prepaid price.

## BARE ROOT ROSES, California's Finest

Add 3c per plant for prepaid price.

#1...45¢ ea. #1 1/2. 35¢ ea. #2... 25¢ ea.

All roses are shipped in well balanced assortment of Bush and Climbers. Our choice unless ordered by specific color. Variety list attached.

### VARIETIES:

#### BUSH

##### RED:

Red Radiance  
Crimson Glory  
Etoile de Hollande  
McGredy's Scarlet  
Christopher Stone

##### MULTI-COLOR

Autumn  
Pres. Hoover  
Talisman  
Condesa de  
Sastago

#### YELLOW

Eclipse  
Golden Dawn  
Sister Theresa  
Mrs. E. P. Thom

#### PINK

Pink Dawn  
Picture  
Pink Radiance

#### WHITE

K. A. Victoria  
Mme. Jules Bauche  
McGredy's Ivory

#### CLIMBERS

##### RED

Blaze  
Etoile de Hollande

##### MULTI-COLOR

Talisman

##### YELLOW

Mrs. E. P. Thom

##### PINK

Pink Radiance

Order in units of 10 of any one variety

## MINIATURE ROSES, delivery all year

ALL PLANTS from 2 1/4" pots except where noted.

Prices F.O.B. nursery where grown (Calif.)

No packing charge.

Please do not order less than 5 plants of a kind nor less than 25 plants total. Add 5c per plant if wanted transportation prepaid.

#### RED

Little Buckaroo. (Pat. 1726)  
Bright red. Vigorous. . . . .50  
\*Sparkie. (P.R.R.). Bright medium red aging darker red. 5 to 7 petals. . . . .50  
Centennial Miss. (Pat. 1301). Rose to wine red. . . . .35  
Thumbelina. Bright red. (An improved Tom Thumb). . . . .35  
Oakington Ruby. Good Double red. . . . .35  
Juliette. Hardy red. . . . .35  
Red Imp. (Pat. 1032). Small, double vivid red. . . . .50

#### PINK

Mary Haywood. (Pat. 1766). New double pink. . . . .50  
Patty Lou. (Pat. 1335). Very double rose-pink. . . . .50  
Pink Joy. (Pat. 1378). Fragrant pink. Very popular. . . . .35  
Rosa Rouletti. Double pink. . . .35  
Pink Fairy. (The Fairy). Very double soft pink in clusters. Vigorous, hardy, free flowering. Pot, landscape, borders. . . . .35

#### YELLOW

Jackie. Soft yellow. Fragrant. .50  
Baby Gold Star. (Pat. 407). Gold yellow. . . . .50  
Little Scotch. (Pat. R.R.). Butter-scotch yellow buds. . . . .50

#### WHITE

Cinderella. (Pat. 1051). Double white. Good pot plant. . . . .50  
Polka Dot. Very good double white. . . . .40  
White Fairy. Small double white. . . . .35

#### CLIMBING MINIATURES

(grow 3 to 5 feet tall)

Climbing Jackie. Excell. Ivory-yellow.  
Baby Jayne. New. Very double 1" pink flowers. . . . .50  
Papoose. Single white flowers. Excellent ground cover. . . . .50

Varieties checked (\*) are newest introductions.



# Request, when ordering Merchandise

and now!



"Fruit COCKTAIL"

## 4-in-1 Citrus TREE

Eureka LEMON

Valencia ORANGE

Marsh GRAPEFRUIT

Minneola TANGELO

**4<sup>95</sup>**  
each

F.O.B.  
So. Calif.  
minimum  
order  
25 trees

In combination "A" as above,  
or "B" which includes: Bearss  
LIME, Kinnon MANDARIN,  
Tartocco ORANGE and Eureka  
LEMON.

... can pay for itself time and again  
from your fruit purchase savings!

Think of it—in your own garden . . . even if it's tiny, one tree that bears big juicy LEMONS for pie, ORANGES for juice, GRAPEFRUIT for breakfast, TANGELOS or LIMES for salads and ades. Here, but a few steps into the yard is a treasure house of Vitamin C . . . the very fruits you've paid from 5c to 15c each for at the store. Luscious fruits, beautiful foliage, romantic blossoms . . . yours for years for next to nothing in the 4-in-1 Fruit Cocktail Citrus TREE!

Packing of plants will be  
charged at cost.

## DWARF FRUIT TREES

January-March Delivery  $\frac{3}{8}$ — $\frac{1}{2}$ " Caliper

APPLES—Red Delicious, Yellow Delicious & Gravenstein.

PEARS—Bartlett, Comice, D'Anjou.

F.O.B. OREGON		PREPAID U.S.A.	
Packaged	Bare Root	Packaged	Bare Root
\$1.50	\$1.30	\$1.60	\$1.40

Please order in units of 5 of a variety and no orders please for less than 25 plants. List of other varieties sent on request.

## MULTIPLE FRUIT TREES

November-March Delivery

Packaged—9/16" Caliper, 4 to 5 feet high.

- 5-N-1 Apples
- 5-N-1 Pears
- 5-N-1 Cherries
- \*Fruit Cocktail Tree

\*Plum, Peach, Nectarine, 2 Apricots on one tree.  
Not for California distribution.

Your  
Choice

**2.50**  
2.85 Prepaid

F.O.B.  
S. F.  
each

Please order in units of 5 of a variety.  
No orders please for less than 15 plants.

## BIRD OF PARADISE

(STRELITZIA  
REGINAE)

February-May Delivery

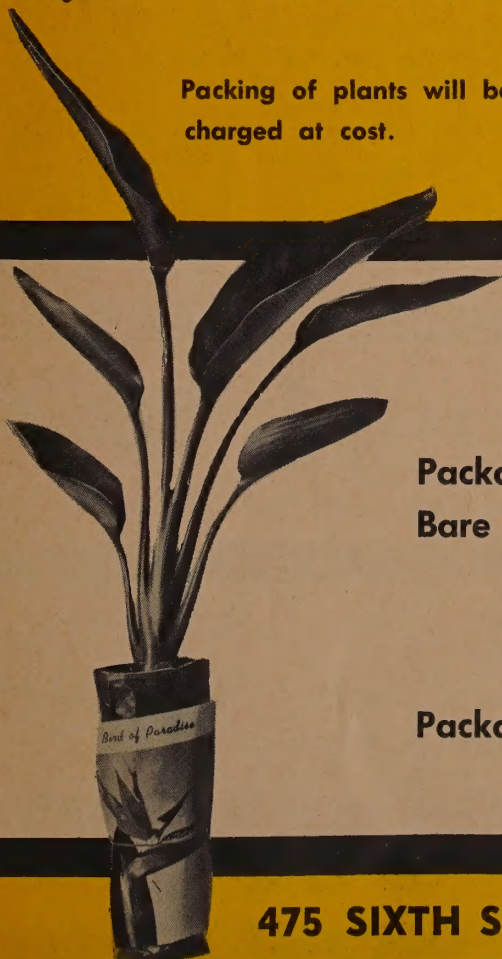
	Approx. Height	F.O.B. L.A. Each	Prepaid U.S.A. Each
Packaged	12"	65¢	75¢
Bare Root	12"	55¢	65¢

Minimum order 50 plants.

## Clumps from 10-year-old plants

	Approx. Height	F.O.B. L.A. Each	Prepaid U.S.A. Each
Packaged	3 feet	1.35	1.95

Minimum order 25 plants. — Packed 25 to Case.



475 SIXTH STREET • SAN FRANCISCO 3, CALIFORNIA



# Foliage and Flowering Plants



## CUT LEAF PHILODENDRON

	Pot Size	Per Each	Pack per case
F.O.B. L.A.	4"	.80	25
F.O.B. S.F.	6" (2 plants to a pot)	2.00	12

## 2 1/4" ASSORTED FOLIAGE PLANTS

Packed 50 plants per case.	F.O.B. Los Angeles	Prepaid West of Rockies
Prepaid orders minimum 200 plants.	18¢ ea.	20¢ ea.

## FLOWERING PLANTS IN PLASTIC POTS

*Available All Year Round*

Packed 50 plants to a case, one Flower Bud to a pot, in 3 inch pots. A case weighs approximately 30 pounds.

PLEASE ORDER IN CASE LOTS ONLY

## CARNATION PLANTS

Sim varieties. Red, pink, white and yellow. Also frosty and variegated types.

F.O.B. S.F.	Prepaid Air Freight
25¢ ea.	42¢ ea.

## ROSE PLANTS

Baby Polyanthus, Floribunda or a hybrid of the two. Their red and pink flowers have made them favorites for low-growing borders of driveways. Also popular for indoor window gardens.

F.O.B. S.F.	Prepaid Air Freight
30¢ ea.	48¢ ea.

## GARDENIA PLANTS

Excellent on window sills. Can be planted outdoors in non-freezing areas.

F.O.B. S.F.	Prepaid Air Freight
30¢ ea.	48¢ ea.



## POT WRAP FOIL

Florist colors in .00065 Gauge Plain Alum. foil. Colors: Sky Blue, Pink, Moss, Fuchsia, Orchid, Chartreuse, Purple, Nile Green, Silver, Royal Blue, Emerald Green, Gold, Red, Lavender, Copper, Azalea, Aqua.

### Glory Foil, Plain

	F.O.B. S.F.	Prepaid U.S.A.
20"x50 ft. long—per roll	\$1.10	\$1.20

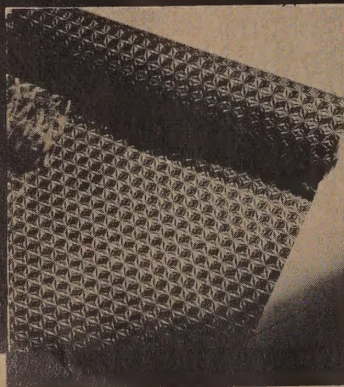
### Embossed Aluminum Foil

Assorted Colors—20" wide—

Colors as in Glory Foil

50 ft. roll—per roll	\$1.25	\$1.45
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50 Rolls, Less 5% — 100 Rolls, Less 10%





# CUT FLOWERS

California Cut Flowers shipped in season when available.

\*Please don't order prepaid unless you order five cases of a kind at one time.

	Approx. availability time	Packed per case	Approx. weight per case	Price per case F.O.B. West	*Price per case Air frt. ppd.
<b>Tulips</b>	April 7th to May 7th	40 dozen 1 doz. wrapped in wax paper 4 colors to box	20 lbs.	<b>\$17.50</b>	<b>\$22.50</b>
<b>Yellow Trumpet King Alfred Daffodils</b>	Feb. 15th to April 15th	500 per case 12 per bundle	20 lbs.	Feb. 15 to Mar. 15 <b>17.50</b> Mar. 16 to Apr. 15 <b>12.50</b>	<b>22.50</b> <b>17.50</b>
<b>Dutch Iris Blue</b>	Feb. 15th to May 1st	40 per case 12 per bundle 1 doz. wrap	20 lbs.	<b>20.00</b>	<b>25.00</b>
<b>Dutch Iris Yellow or White</b>	April 7th to June 7th	40 dozen 1 doz. wrap	20 lbs.	<b>20.00</b>	<b>25.00</b>
<b>Orchids Cymbidium or Cattleya</b>	All year On request shipped in glass vials so can be sold as ready- made corsages.	100	20 lbs.	<b>50.00</b>	<b>55.00</b>
<b>Marguerite Daisies</b>	Mar.-Aug.	50 bunches 25 per bunch	50 lbs.	<b>20.00</b>	<b>30.00</b>
White or Yellow					

## MAGNOLIAS

*Soulangeana*

Large purplish pink. Very heavy, fast grower.  
Hardy, approximately 4 to 5 ft.

	PACKAGED	
2 yr. liners	F.O.B. S.F.	Prepaid U.S.A.
Less than 100 . . . . .	<b>1.35 each</b>	<b>1.45 each</b>
More than 100 . . . . .	<b>1.25 each</b>	<b>1.35 each</b>

Packed in bundles of 25, 50, and 100.  
Please order in bundle lots only.

## BEGONIA PLANTS

*Tuberous*

April-June Delivery.  
Available in all colors and types.

	FREIGHT COLLECT	
	Per 100	Per 1000
Packed 50 to a Flat . . . . .	<b>8.50</b>	<b>67.50</b>
48 to a Flat in 2 1/2"		
*Plant Bands . . . . .	<b>12.50</b>	<b>120.00</b>

\*Color of band denotes color of flower

Please . . . no orders for less than 3 flats of any one size.  
All orders within 100 miles of San Francisco will be DE-  
LIVERED FREE IF ORDERED BY FEBRUARY 15th.

## HARDY AZALEAS

Varieties marked "G" are Gable and Glenn Dale hardier hybrids.

Buccaneer, "G", orange red  
Coral Bells, shell pink  
Captivation, "G", rose pink  
Fedora, salmon rose  
Gaiety, "G", rose pink  
Glamour, "G", rose red  
Greeting, "G", coral-rose

Gumpo, dwarf white, large bloom  
Hexe, crimson, hose-in-hose  
Hinodogirli, scarlet  
Ledifolia ALBA, white  
Lorna, "G", deep pink, double  
Pink Gumpo, like white, only  
lovely pink

Royalty, "G", purple  
Sherwoodl, orchid, very hardy  
Sherwood's Red, Chinese red  
Sweetheart Supreme, deep pink  
Twenty Grand, deep rose pink,  
almost double

April to June Delivery.  
In 2" bands in flats, 60  
to a flat.

Your choice

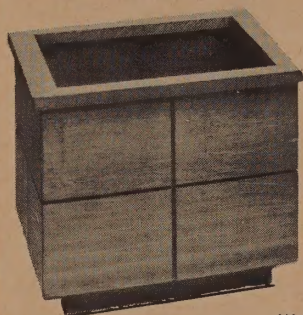
**8<sup>40</sup>**  
per flat

F.O.B. Oregon



# Freight Prepaid on 200 lb. Orders or more

REDWOOD PRODUCTS ONLY



## SQUARE REDWOOD TUBS

Finest quality, made like finely finished furniture . . . Ideal for palms and potted plants. Inside or outside.

Packed three of a kind per bundle

Type	Dimensions	Weight Per Bundle	F.O.B. S.F.	Prepaid Calif., Wash., Ore., Nev.	Prepaid all other states
E . . .	8x 8x 7" high	10 lbs.	\$1.40	\$1.55	\$1.80
D . . .	9x 9x 9" high	15 lbs.	1.75	1.95	2.25
C . . .	13x13x14" high	30 lbs.	3.15	3.25	4.00
B . . .	17x17x14" high	40 lbs.	3.75	4.20	5.25
A . . .	17x17x17" high	50 lbs.	4.13	4.55	5.55



## ROUND REDWOOD TUBS

Tongue and Groove Construction. Stained. Banded With Durable Brass Band.

Packed three of a kind per bundle

Dimensions	Weight Per Bundle	F.O.B. S.F.	Prepaid Calif., Wash., Ore., Nev.	Prepaid all other states
8 1/2 x 7 1/2" high	12	\$ .80	\$ .90	\$1.25
11 1/2 x 10" high . . .	15	1.45	1.60	2.10
14 x 10" high . . .	17 1/2	1.75	1.95	2.45
15 1/2 x 10" high . . .	20	2.05	2.35	2.95



## OCTAGONAL REDWOOD TUBS

Finely finished, constructed for durability . . . banded with durable brass band.

Dimensions	Weight per bdl.	F.O.B. L.A.	Prepaid Calif., Wash., Ore., Nev.	Prepaid all other states
10" 6 per bundle	25 lbs.	\$1.40	\$1.50	\$1.90
12" 6 per bundle	35 lbs.	1.80	1.90	2.45
14" 6 per bundle	45 lbs.	2.15	2.25	3.00
16" 6 per bundle	55 lbs.	2.75	2.85	3.80
18" 6 per bundle	65 lbs.	3.75	3.85	4.80
20" 6 per bundle	85 lbs.	4.75	4.85	6.20
22" 3 per bundle	60 lbs.	6.50	6.60	8.40
26" 3 per bundle	70 lbs.	8.00	8.10	9.50

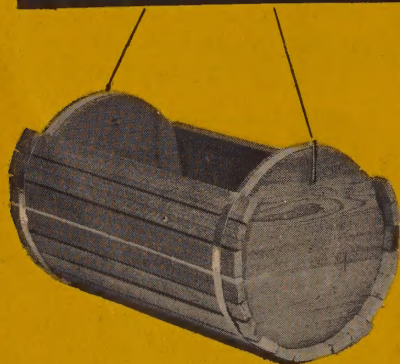


Ideal for foliage and plant arrangements in home, patio and office. Scoring and finish same as square tubs.

Packed two of a kind per bundle.

## REDWOOD PLANT BOXES

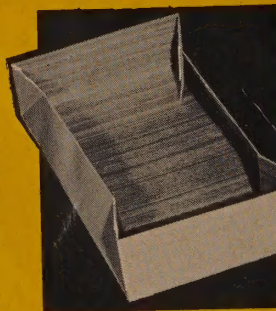
	Weight	F.O.B. S.F.	Prepaid Calif., Wash., Ore., Nev.	Prepaid all other states
2 ft. x 9 3/4" high	20 lbs.	\$3.75	\$4.20	\$5.00
3 ft. x 9 3/4" high	30 lbs.	4.50	5.00	6.25
4 ft. x 9 3/4" high	40 lbs.	5.65	6.25	7.95
5 ft. x 9 3/4" high	50 lbs.	6.55	7.25	9.50



## REDWOOD HANGING BASKETS

Packed 1/2 dozen per case. Please order in case lots only.

Size	F.O.B. S.F.	Prepaid Calif., Wash., Ore., Nev.	Prepaid all other states
6"x10" or 7"x12" . . .	\$ .60	\$ .75	\$ .95



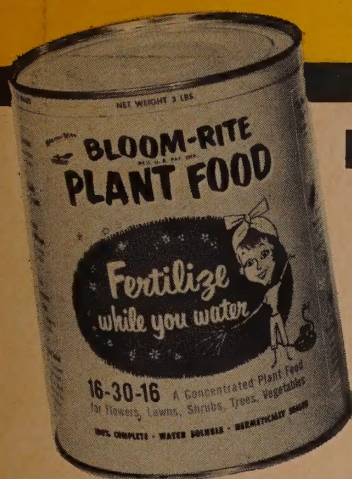
## BEDDING PLANT FOLDING BOXES

These boxes save time, money and space in the handling of bedding plants. If you have the problem of handling odd amounts of bedding plants to your customers—this is your answer.

Packed 500 to a carton Weights 40 lbs. per carton	F.O.B. S.F.
9x5 1/2 x 2 1/2" . . . . . per 1,000	\$12.50



# Fertilizers and Dispensers



## BLOOM-RITE CONCENTRATED FERTILIZER

ALL PRICES PREPAID IN U. S. A.

Size	Cans Per Ctn.	Dealer's Price Per Ctn. 100 Lb. Lots or More	Dealer's Price Each
4 oz. pkg. ....	40	\$ 8.40	\$ .21
3 lb. pkg. ....	12	19.80	1.65
50 lb. pkg. ....	1		14.50
100 lb. pkg. ....	1		27.00

★ FOR FOLIAGE AND ROOT FEEDING.

★ BLOOM-RITE FERTILIZER (16-30-16) is an all-purpose concentrated plant food 100% soluble in water.

★ One pound will cover 1000 - 1250 sq. ft.

★ Can be applied with any liquid fertilizer dispenser or your regular spraying equipment.

★ Grows plants faster and better in soil, sand or water through root and foliage feeding.

★ Use for all lawns, Cuttings, Mums, Carnations, Azaleas, etc.!



### FRENCH URN PLANTERS

Plastic tub with brass-finish tripod stand. Tubs available in white & green mixed in carton.

#### Medium Size

9" Top Diameter  
8" Depth of Urn  
15 1/2" Overall Height

Packed per Case	F.O.B. S.F. each	Prepaid U.S.A. each
12 ..	\$1.55	\$1.80

#### Large Size

13 3/8" Top Diameter  
10 1/4" Depth of Urn  
17 3/8" Overall Height

Packed per Case	F.O.B. S.F. each	Prepaid U.S.A. each
4 ...	\$2.55	\$2.90



### BLOOM-RITE Liquid Fertilizer

High nitrogen content fertilizer contains vital plant growth factors. A general purpose fertilizer—perfect for grass and dichondra lawns, fruit trees, shrubs and flowers.

F.O.B. S.F.  
OR L.A.

Fish 15-8-4 .....	\$1.20	per gallon
Hi-Nitrogen 13-6-3 .....	.90	per gallon
Aldrin 15-8 .....	1.80	per gallon

Aldrin Fertilizer is also combined with insecticides for all kinds of lawn insects like lawn moth, sow bugs, earwigs, worms, etc.

Above shipped in cases of 4 to a case only.

### Fertilizer Dispenser

As shown above on the right in quart jars made by Bradson.

F.O.B. S.F. or L.A.	\$12	per dozen
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# Foliage Plant Flats

OF LIGHTWEIGHT ALUMINUM

For 2", 2 1/4", 2 1/2", or 3" Pots

Ideal for Chain Store and Super Market use

For convenient, clean, easy handling of foliage plants

Tough, lightweight, shatterproof

Prevents plant damage

Provides easiest and best means of keeping plants moist

For attractive counter displays



	Weight per Ctn.	Pk./Ctn.	Price
15-Hole Flats . . . .	11 lb.	12	<b>\$14</b> doz.
24-Hole Flats . . . .	11 lb.	12	<b>\$16</b> doz.

Prepaid in Gross Lots

## CRAB GRASS KILLER



- Controls Crab Grass without permanently injuring your good grass or Dichondra.
- Contains 12.6% Disodium Methyl Arsenate.
- One pint covers up to 2500 sq. ft.

Pints, Doz. . . . . **85¢** ea.

Pints, Gross . . . . . **78¢** ea.

Packed 12 per case and case weighs 25 lbs.

Same size & formula is now being sold by a leading manufacturer for 1.38 ea. Compared to our price above.

## CANADIAN PEAT MOSS



**FREE "Truck Load" DELIVERY**

Free Delivery, anywhere on the West Coast, on orders of 1500 bags or more. (1 1/2 cu. ft. bags.) or

*Its equivalent in cu. ft. or 250 1 1/2 cu. ft. bags or its equivalent delivered free when our truck is in your area and we confirm.*

Size Bag	F.O.B. S.F.
3/4 cu. ft. . . . .	<b>\$ .55</b> ea.
1 1/2 cu. ft. . . .	<b>.90</b> ea.
4 cu. ft. . . . .	<b>1.95</b> ea.

## BLOOM-RITE® PLANTER MIX



Four color 120 cu. in. box showing foliage plants and African Violets in natural color. Mix contains Charcoal, Vermiculite, Perolite, Peat Moss, etc.

	F.O.B. S.F.
Per 25 . . . .	<b>32¢</b> each
Per 100 . . . .	<b>30¢</b> each

Prepaid in lots of 200 or more at .03 1/2 c ea. more

## PACKAGED FERNWOOD TOTEM POLES

Individually packed with polyethylene  
Minimum Order 3 Cartons on Prepaid Orders



Size	F.O.B. S.F.	Prepaid U.S.A.
1 1/2 x 1 1/2 x 18" (64 pcs. to carton) . .	<b>\$11.50</b>	<b>\$12.50</b>
1 1/2 x 1 1/2 x 24" (64 pcs. to carton) . .	<b>16.00</b>	<b>17.00</b>
2 x 2 x 24" (36 pcs. to carton) . .	<b>12.00</b>	<b>13.00</b>
2 x 2 x 30" (36 pcs. to carton) . .	<b>15.55</b>	<b>17.50</b>
2 x 2 x 36" (36 pcs. to carton) . .	<b>20.25</b>	<b>22.00</b>
2 x 2 x 48" (36 pcs. to carton) . .	<b>29.00</b>	<b>31.50</b>



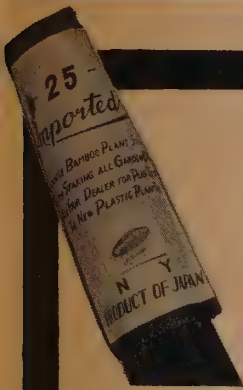


# Exotic Hawaiian Tree Ferns

The perfect promotion for indoor planting or outdoor planting in non-freezing areas. This fern burl will grow in plain water or planted in soil as long as it's kept moist and fertilized. Packed in 3-Color Poly Bag with planting instructions.

Approx. 10" in package which keeps without care for about 4 weeks.

	U.S.A. Prepaid Each	F.O.B. S.F. Each
25 .....	<b>.95</b>	<b>.75</b>
100 .....	<b>.85</b>	<b>.65</b>



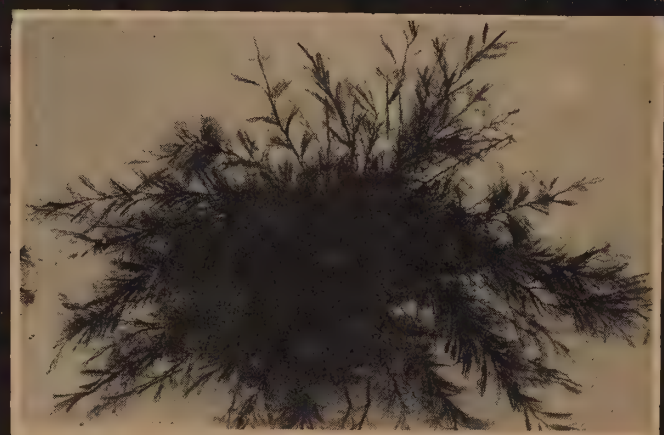
## PACKAGED BAMBOO STAKES

Bundles Per Bale	Price Per Bale of 1250	
2 ft. . . . . 50	<b>\$ 7.50</b>	(15c per bundle)
3 ft. . . . . 50	<b>10.00</b>	(20c per bundle)
4 ft. . . . . 50	<b>17.00</b>	(34c per bundle)

## BAMBOO CANE STAKES

Japanese—Dyed green. Pencil thickness. Top quality. Plus 25 per cent less than bale lots.

	Amount Per Bale	F.O.B. S.F. Per Bale
1 1/2 ft. . . . . per 2000		<b>\$ 3.80</b>
2 ft. . . . . per 2000		<b>5.20</b>
2 1/2 ft. . . . . per 2000		<b>8.50</b>
3 ft. . . . . per 2000		<b>11.50</b>
4 ft. . . . . per 2000		<b>14.50</b>
5 ft. . . . . per 1000		<b>12.50</b>
6 ft. . . . . per 1000		<b>15.50</b>



## AIR FERN PLANTS

Literally lives on air. No care necessary. A novelty used in place of 2 1/4" foliage plants.

	F.O.B. S.F.	Prepaid U. S. A.
Per Doz. . . . .	<b>\$3.00</b>	<b>\$3.50</b>
Per Gross . . . . .	<b>28.00</b>	<b>30.00</b>

Individually packaged in polyethylene envelope with descriptive cardboard at top of bag. \$10.00 per gross more.

## HAWAIIAN FERNWOOD TOTEM POLES

These natural growing forms eliminate all the preparatory work you had in the old fashioned totems, such as wiring and mossing. We reserve the right to substitute Tree Fern from other Countries unless you advise not to.



Size	No. in Ctn.	Approx. Weight Per Ctn.	F.O.B. S.F. Per Ctn.	Prepaid U.S.A. Per Ctn.
1 x1 x16 .....	144	15 lbs.	<b>\$13.75</b>	<b>\$14.50</b>
1 1/2 x1 1/2 x18 .....	64	15 lbs.	<b>9.50</b>	<b>10.25</b>
1 1/2 x1 1/2 x24 .....	64	25 lbs.	<b>14.00</b>	<b>15.50</b>
2 x2 x18 .....	36	13 lbs.	<b>7.00</b>	<b>7.75</b>
2 x2 x24 .....	36	20 lbs.	<b>11.00</b>	<b>12.00</b>
2 x2 x30 .....	36	28 lbs.	<b>14.55</b>	<b>16.50</b>
2 x2 x36 .....	36	32 lbs.	<b>19.25</b>	<b>21.00</b>
2 x2 x48 .....	36	43 lbs.	<b>28.00</b>	<b>30.50</b>
3 x3 x36 .....	16	30 lbs.	<b>19.50</b>	<b>21.00</b>
3 x3 x48 .....	16	40 lbs.	<b>27.50</b>	<b>29.50</b>

No orders, please, in less than carton lots—Or prepaid shipments in less than 100 lbs.



# Azaleas 5" Pots in Bud & Bloom

*Available February to May*

Brilliant colors in a wide range, profuse bloom, handsome foliage and form, plus hardiness and ease of culture make azaleas America's most popular garden plant.

**Delivered FREE—47 1/2¢ ea.**

If ordered by February 15th for March delivery, minimum order 200, in Sacramento, San Jose, Oakland, and San Francisco area.

F.O.B. N. Calif.

**52 1/2¢** each



## Azaleas in Flats (in Bud and Bloom)

*Available February to May*

54 azalea plants to a flat—4 flats to a crate, each flat a different color. Please order in crate lots only.

F.O.B. Oregon or S.F.

**\$8.00** per flat



## RHODODENDRON SEEDLINGS

*Available February to May*

Packed 150 to a case. Each plant is about one foot high, packed individually in a polyethylene bag.

F.O.B. Oregon or S.F.

**\$29.50** per 100

# High-Lustre Vinyl Plastic Hose

Priced for Volume Sales—Pancake Coil Package



**10 YEAR HOSE GUARANTEE**  
by Gering Co. — one of the nation's leading producers

### THREE TUBE SPRINKLER

Model #	Description	Weight per Ctn.	Lengths per Ctn.	Price Each
No. 8905	25 ft. Green Opaque	16 lbs.	10	<b>1.68</b>
No. 8910	50 ft. Green Opaque	30 lbs.	10	<b>2.69</b>

Prepaid U.S.A. 200 lbs. or more. Otherwise shipped Freight Collect from California or New Jersey, whichever closer.

Description	Weight per Ctn.	Lengths per Ctn.	Price Each
<b>3/8" INSIDE DIAMETER</b>			
No. 45...25 ft. Green Opaque	24 lbs.	15	<b>\$1.00</b>
No. 50...50 ft. Green Opaque	31 lbs.	10	<b>1.55</b>
<b>7/16" INSIDE DIAMETER</b>			
No. 75...25 ft. Green Opaque	32 lbs.	15	<b>1.20</b>
No. 80...50 ft. Green Opaque	40 lbs.	10	<b>1.95</b>
<b>1/2" INSIDE DIAMETER</b>			
No. 85...25 ft. Green Opaque	49 lbs.	18	<b>1.45</b>
No. 90...50 ft. Green Opaque	52 lbs.	10	<b>2.35</b>
<b>3/4" INSIDE DIAMETER</b>			
No. 8845...25 ft. Green Opaque	56 lbs.	10	<b>3.60</b>
No. 8850...50 ft. Green Opaque	55 lbs.	5	<b>5.70</b>
No. 8857...75 ft. Green Opaque	50 lbs.	3	<b>8.00</b>

**NURSERYMEN'S EXCHANGE**



# So Different—They're Patented

## RED-WING AZALEAS

Reg.  
U.S. Pat.

The plants are truly spectacular, breathtakingly beautiful. Patented because they are one of the outstanding horticultural developments of this generation . . . Growing time has been cut 40%. The giant and prolific blooms last much longer.

F.O.B. East or Calif.

**Budded  
Red-Wing  
Azaleas**

6 x 6 inches . . . . .	<b>\$1.00</b>
6 x 8 inches . . . . .	<b>1.20</b>
8 x 8 inches . . . . .	<b>1.50</b>
8 x 10 inches . . . . .	<b>2.00</b>

ON REQUEST WILL SHIP PLANTS SHOWING FLOWERS

**RED-WING U.S. Patent No. 1159**

Rich red, with orange undertones. Extra long-lasting hose in hose flowers, neat, compact.

# Fast Growing SHADE TREES

**GROW UP TO ABOUT 6 FEET THE FIRST YEAR**

PACKED 50 TREES OF ONE VARIETY OR 50 TREES ASSORTED, THREE VARIETIES TO CASE. PLEASE ORDER IN CASE LOTS.

### PACKAGED

These are all fast growing shade trees, packaged with a polyethylene top and a four-color illustration of the tree variety. On the reverse side of the label there is a brief description of its growing habits and all necessary planting instructions.

F.O.B. S.F.

**3 TREES**  
(one variety)  
**Per Package**

**\$1 25**  
Prepaid  
1.35

### MIMOSA

Originally from Persia. Grows to a height of 25 to 40 feet, with a spread of from 15 to 40 feet. Breathtaking display of rose-pink blooms in mid-summer . . . Pale green feathery leaves. Hardy and adaptable.



### CLUMP WHITE BIRCH

Grows to height of 35-50 feet. Slender, rounded upright tree. Dark furrowed bark becomes silvery white. Needs little care, grows anywhere. A beautifully graceful addition to the garden.



### SWEET GUM

Reaches a height of 60 feet. A pyramidal, stately, symmetrical tree, with short, slender, spreading branches. Provides abundant shade. Star shaped, deep green leaves. Very hardy; grows rapidly.

**475 SIXTH STREET • SAN FRANCISCO 3, CALIFORNIA**





# Dichondra Lawn Seed

Comes packed in 1 ounce shaker top bottles on display boards with pamphlets on how to plant and take care of dichondra lawns.

- Dichondra rarely needs mowing (about 6 times a year)
- Takes hard play and abuse.
- Remains green throughout the year.
- Spreading habit chokes out weeds.
- Not recommended for areas with severe winters.

One dozen shaker top bottles on display board with pamphlet

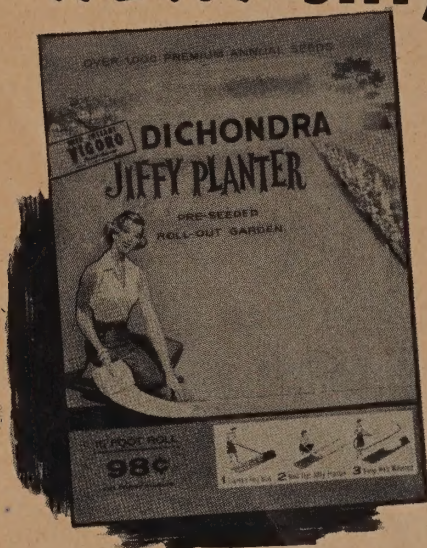
F.O.B. S.F.

**7<sup>20</sup>**

Prepaid U.S.A.

**\$8**

## NEW! Jiffy Dichondra Lawn Carpet



IN INSTANT VIGORO 8"x180"

Rolls out like a carpet. Cut it, plant it on slopes, shape it. Cellulose mat protects seeds from rain and birds, discourages weeds . . . makes gardening a breeze.

- Prevents seeds from blowing away.
- Assures uniform seeding.
- Proper distribution guarantees full coverage.
- Saves work and time.
- Assures successful lawn growth.

Per Dozen

**7<sup>20</sup>**

Prepaid in gross lots.

Packed 2 Dozen to Case



## Park Lawn Grass Seed Mix

The new grass green foil package is so beautiful and rich looking it practically sells itself, and so reasonable and highly competitive it makes an outstanding grass seed promotion in any area.

5 lb. Package contains:

Common Ryegrass . . . . 45%  
Perennial Ryegrass . . . . 45%  
White Clover . . . . . 1%

Highland Bentgrass . . . . 7%  
Kentucky Bluegrass . . . . 2%

F.O.B. S.F.

5 lb. Box, per dozen . . . . . **\$1.35 ea.**

5 lb. Box, per gross . . . . . **1.30 ea.**

Packed 1 Dozen to Case

**NURSERYMEN'S EXCHANGE**



# "Life-Like" Plastic Flowers and Greens

Looks like the real thing. We will gladly accept any merchandise back if you don't think so as long as it is returned within 3 days of receipt.



Prepaid on order of \$75.00 or more otherwise shipped F.O.B. New York or San Francisco, your choice. Please order in units of 1 dozen of any number. PLEASE ORDER BY NUMBER.

Number	Name of Flowers	Colors	Per Dozen
181	Anthurium, large	Pink, Red	\$4.80
180	Anthurium, small	Red	3.30
312	Apple Blossom	Pink, White	1.65
179	Bird of Paradise	Orange, White, Pink	8.75
16N	Carnation	White, Flame, Red, Pink, Talisman	2.40
22	Daisy	White, Yellow, Pink	1.50
84	Delphinium	White, Flame, Pink, Yellow, Blue	7.00
24N	Fuchsia	White/Pink, Red/Pink, Orchid/Pink	2.40
36	Geranium	White, Red, Flame	4.80
111	Hyacinth	White, Pink, Blue, Orchid	6.75
63N	Hydrangea	Red, White, Flame, Blue	6.95
151	King Alfred	Yellow	2.40
12	Lily of Valley	White	1.30
115	Mum, Fuji, large	White, Flame, Red, Capucine	3.30
133	Mum, Fuji, small	White, Yellow, Capucine	1.50
65	Rose	Flame, Pink, Red, Yellow, Talisman	1.50
152	Rose & Bud	Pink, Flame, Red, Yellow, Talisman	1.65
153	Rosebud X3	Pink, Flame, Red, Yellow, Talisman	1.65
21	Rose Sweetheart X2	Flame, Pink, Red, Yellow, Talisman	1.50
314	Rose Sweetheart X3	Flame, Pink, Yellow, Red, Talisman	1.65
55N	Tulips	Red, Pink, Yellow, Orchid	2.40
155	Water Lily	Blue, White, Pink, Red, Yellow, Flame	4.80
313	Water Lily	Flame, White, Red, Orchid, Blue, Yellow	2.20

	Name of Greens		
71	Chinese Evergreen	Green	2.40
94	Eucalyptus	Green	3.30
114	Fern, Boston	Green	.80
25	Fern, Maidenhair	Green	.65
47N	Huckleberry	Green	2.40
43	Ivy	Green	1.50
171	Ivy, Miniature	Green	1.50
95	Peperomia	Green-Variegated	2.40
31	Philodendron	Green	1.50
104	Pittosporum	Green	2.40



## Flowering Miracle Bowls

Each bowl comes ready to grow with seeds and plant food, in new, soilless plant base. Just add water and watch it grow. A perfect "window" plant. Each case comes packed in 18 mixed flowers and 18 mixed Jack in the Beanstalk vines.

F.O.B. S.F.  
per dozen **720**  
prepaid in gross lots



## Jiffy Planter

IN INSTANT VIGORO 8"x180"

The proven pre-seeded roll-out garden, advertised on NBC-TV from coast to coast. Contains over 1000 seeds, GUARANTEED TO GROW.

F.O.B. S.F.  
Prepaid in gross lots **720**  
per dz.

It's so simple to plant a garden of over 1000 seeds with the new miraculous Jiffy Planter. Just loosen the soil, roll out the planter, cut it, shape it, water it. Cellulose mat protects the seeds from rains and birds, discourages weeds. Takes the work out of gardening. Choice of low growing border flowers or tall growing flowers. Packed 2 dozen to a case of either kind.



Librarian  
U.S. Department of Agriculture  
Washington 25, D. C.

BULK RATE  
U. S. POSTAGE  
**PAID**

San Francisco, Calif.  
Permit 4379

## NURSERYMEN'S EXCHANGE wins SILVER AWARD for PACKAGING

The new Bloom-Rite Bulb Package just won a Silver Award in the 1959 Variety Store Merchandiser Packaging Annual. F. W. Woolworth Co., S. S. Kresge Co., J. J. Newberry Co. and H. L. Green Co. and other major chains supplied the committee of judges. The standards used by the judges were: Does it have eye-stopping appeal? Durability for use in counter display? Does it show the merchandise? Does it speed up self-selection? Does the art, color and copy do a selling job? Obviously, the answer was an emphatic yes—to Bloom-Rite.



**NEW!**

Your Star Salesman; Bloom-Rite Bulbs are packaged with full, 4-color flower illustrations lithographed directly on the box. Watch your impulse sales go up—up—up!

**BLOOM-RITE Self-Service BULBS**

REG. U. S. PAT. OFF.

## Flowering - Size CATTLEYA and CYMBIDIUM ORCHIDS

Orchids are rapidly becoming a favorite house and garden plant. They are easily grown and cared for, produce huge showy blooms.

**CATTLEYA ORCHIDS** can be grown indoors as easily as African violets—they require approximately the same conditions, have giant blooms. Most popular of all orchids. Shipped in mixture of light and dark lavender and whites unlabeled.

**CYMBIDIUM ORCHIDS** grow well indoors and can be grown outdoors where the temperature does not drop below 30° F. Shipped in a mixture of white, yellow, chartreuse, purple, green, pink, brown—unlabeled.

Packing of plants will be charged at cost.

F.O.B. S.F.

**6 Inch Pots**

Packed 15 to a Case  
Approx. Weight 60 lbs.

**3<sup>85</sup>** each

each case has at least one plant showing flowers

CYMBIDIUM ORCHIDS

Prepaid in 3 case lots